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ABSTRACT

The aim of media anthropologists is to provide the general public with entertaining, relevant anthropological background information through the public media. This quarterly newsletter disseminates information, promotes awareness of present physical and social issues, and offers a means of intercommunication on the topic of Media Anthropology. Typical issues discuss current matters of concern to media anthropologists; announce available and current films, periodicals, publications, seminars, and conferences; list audio-visual tools, manuals, and guides; and describe opportunities, ventures, and studies. Listings of multimedia materials, mostly annotated, contain complete bibliographic information. Also included are reviews of television media, and a readers' clearinghouse section. The lead article in this issue provides guidelines for disseminating anthropology through newspapers. Two TV programs -- "The Cave People of the Philippines" and "The American Indian Movement" (Today Show) -- are reviewed. The final article deals with discussions at the National Association of Education Educational Broadcasters Convention. Problems and political difficulties encountered by stations were presented. Broadcasters were made aware of the difficulties of media anthropology and offered suggestions for implementing the liason function advocated in the newsletter. Reader cooperation is requested on a number of specific ways for expanding the publication. (SJM)

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NEWS LETTER

WINTER, 1972 VOL.1 NO. 2

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NEWSPAPER GUIDES

SOME GUIDELINES FOR DISSEMINATING ANTHROPOLOGY THROUGH NEWSPAPERS

William T. Divale, Dept. of Anthropology, State University of New York, Buffalo(Excerpts, original available through Divale)

Current political and economic attacks on science are rapidly making it necessary for scientists to work with the press. Because of the misuse of technology by the military and the environmental pollutants, negative popular attitudes and criticism have become an open attack which, when combined with economic inflation, result in a drying up of research funds. Anthropology has a social responsibility to influence public opinion through the media by promoting the awareness that present problems, whether they be physical or social, will be solved by political action based on the findings of science. Anthropology can make contributions in many areas including the fight against racism, ethnocentrism, male supremacy, population control and minority-community relations.

Studies have found that the average American confines 90% of his reading to newspapers; and, from newspapers he receives 80% of his science information. A content analysis of eight American newspapers in 1970 noted sixteen thousand stories; only 3.3% were devoted to science news and only 1/3 of 1% concerned anthropology. The reporting was poor and anthropologists were rarely consulted. Science departments in most metropolitan newspapers and news magazines have developed over the last thirty years into science-desks which deal primarily with health, medicine, 'hard' science, and behavioral or 'soft' science news. The science news is channelled from the scientists, to the science writer, to the editor and finally to the reader. The editor may place the most emphasis on color and excitement to hold the reader's attention while the science-writer was originally more interested in accuracy and significance. The writer seems to be the best mediator since he is closest to all the links of the science-news chain.

The hostility and distrust that characterizes the attitude of some anthropologists and many other scientists toward newsmen stems from the belief that in popularizing science, the press will distort research findings and remove from context, comments made by the scientist in an interview. This is a problem of communication and generally cited as the common reason for not working with the press. Anthropologists should realize that a scholarly audience demands elaboration, substantiation and footnoting; the newspaper reader wants just the opposite. Anthropologists tend to use the same criteria for style whether an article appears in Man or the New York Daily News. Science writers generally choose their specialty because of a genuine interest in science. While their

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NEWSPAPERS (Continued)

knowledge is extensive rather than intensive, they know a great deal more about science than other reporters or the general public. The science writer is as interested in accuracy as the anthropologist and although he will not release copy for final approval, he usually checks the accuracy of factual statements with the scientist.

Science writers are also qualified to report science news since most have had years of experience in general news reporting.

Newsmen and anthropologists can benefit from working together. The media will receive additional sources of news and background while the anthropologist will benefit from the increased public awareness of anthropology. To accomplish this, the anthropologist should develop a consistent and ongoing, face to face contact with the news media. Research findings should be available to science writers including a copy of the publication, a fact sheet containing information on funds, place of research, plus an interview with the newsman if he is interested in doing a story on the results.

Most scientists are aware that little science news is reported, but the literature is absent of studies which confirm this. Of the total 15,910 news stories reported only 3.3% were devoted to science news. The New York Daily News which reflects the news reading of the working man carried only 2.3% science news and about 50% of that dealt with medical information. The newspapers that most U.S. legislators read, the NY Times and Washington Post likewise carried very little coverage, 3.6% and 2.5% respectively, although the quality of the Times coverage was very high. The Journal had the lowest coverage with only 1.4% and about 1/3 of that was devoted to technology and inventions.

Although the total amount of coverage devoted to science is very small, the proportional allocation of this coverage among the different scientific disciplines is fairly equal; and, if anything, it weighed in favor of the social sciences, which accounted for 28% of all science news. Twelve and one-half percent of social science news concerned psychology and mental health. Of the psychology items reported, 78% were results of research findings. Sociology accounted for 47% of social science news with 56% being reports of research projects. The quality level of both the psychology and sociology reporting was fairly high; that is, in most of the articles scientists were consulted and interviewed much as was the case in the physical science news stories.

FILMS AVAILABLE

Available through Whitney Museum New York, THE LONG WALK (60 min) United States history from the point of view of the Navajos by Phillip Green. They relate the story of memories passed down through the Navajo language. Interesting use of members of a group to illustrate cinemagraphic points.

Available through Communications Group West, 6430 Sunset Blvd. Hollywood, CAL 90028. MEXICAN AMERICAN CULTURE, ITS HERITAGE; and AFRO-AMERICAN MUSIC, ITS HERITAGE.

Atlantic Production, 1252 La Granda Drive, Thousand Oaks, CAL 91360. NEGRO KINGDOMS OF AFRICA'S GOLDEN AGE; HENRY, BOY OF THE BARRIO; PUNJABI VILLAGE.

Warren Schloat Productions, Pleasantville, New York 10570. RELIGIONS OF AMERICA EXPLAINED; THE AMERICAN INDIAN; FOLK SONGS OF THE GREAT DEPRESSION.

International Film Bureau, 332 South Michigan, Chi, ILL 60604. THE ARCHEOLOGIST AND HOW HE WORKS. SUBURBAN LIVING.

STOP RUINING AMERICA'S PAST. Contemporary Films, McGraw-Hill (21 min) Stuart Struever on protecting archeological sites in Midwest. Centers on Cahokia and Hopewell Center at Campsville.

WOMEN ON THE MARCH: THE STRUGGLE FOR EQUAL RIGHTS. National Film Board of Canada through McGraw-Hill, Pt. 1 Since Victorian Era, Pt. 2 post WW I.

THE BALLAD OF CROWFOOT. National Film Board of Canada through McGraw-Hill. Winner 1970 American Film Festival.

ARK: A NEW FILM ON MAN AND THE ENVIRONMENT. Arthur Barr Productions, P.O. 7-C, Pasadena, California 91104

INTRODUCTION TO PALEONTOLOGY. Shell Film Library, 450 Meridian Street, Indianapolis, IND 46204.

MULTI-MEDIA PROGRAMMING SYSTEM. 3M COMPANY, St. Paul, MINN 55101 Wollensak multi-media system offers Digi-cue Programmers, AV-22 Flipper and AV21 Power Control. Step by step manual available on how to prepare a multi-media story board.

RECENT EXPOSURE

"The Indian Myth and Cultural Genocide". HUMAN BEHAVIOR - May/June, 1972. Adapted from work of David Andersen, English Dept. of San Fernando Valley State University at Northridge. Uses the myths of the American Indians to "recover for us the meaning of our own Judeo-Christian myths before we are forced into the Procrustean bed of formal religion". Comparative work in journalistic style which contains several myths and their interpretation. (Available, Media Anthropologist)

SMITHSONIAN MAGAZINE, Sept., 1972. "How to Approach Traditional African Sculpture", Warren Robbins, Museum of African Art, Washington, D.C. For the layman; vocabulary of the sculpture and ideas it conveys.

Human interest article on John Yellen, Smithsonian Anthropologist, who spent 2 1/2 years with Bushmen. Interesting feature writing technique. WASHINGTON STAR, 10/6/72. (Available, Media Anthropologist)

"Craning at Some Clustered Craniums" Humorous article on physical anthropology lab at Smithsonian. Anecdotal. WASHINGTON POST. 10/24/72

Ashley Montagu on "Elegance: What Is it? Who Has It?" Elegance is self-evaluation, "the most immediate and universal means of secular art". Uses background on human evolution, literary sources and history. MIAMI HERALD. 10/22/72. (Available, Media Anthropologist)

TV REVIEW

The Cave People of the Philippines
NBC REPORT with Jack Reynolds
October 10,1972

The Cave People of the Philippines attempted to portray life among the Tasaday, showing the extreme of 20th century America and focusing on the precarious position of this group in modern Mindanao. Throughout, Reynolds seemed to experience culture shock which prevented him from assessing the uniqueness of the Tasaday and their value for social science theory and modern man. On the other hand, his awe of Tasaday lifeways allowed him to pose moral problems important but somewhat naive.

Reynolds constantly returned to the themes of evolution and pollution. He also recognized the confrontations common in the ongoing battles between other Mindanao natives and the moneyed developers.

The program would have been more compelling if Reynolds had allowed the Tasaday to tell their own story before reaching his conclusions. Sol Worth, (AA, 1972:1030) and other anthropologists have recently advocated this technique in film. Unfortunately, knowledge of the Tasaday language is too incomplete to allow for informant narratives. Reynolds should have recognized that technological change holds potential benefits for mankind, and solutions to problems created by evolution and cultural change lie in learning to control these factors. Trying to repress change or revert to a pristine condition is no solution. He does not present the answer to change, yet he deserves credit for dealing with its dilemmas. Looking at another culture, he successfully shows some of the flaws of American culture. We are not as perfect as some might believe.

Reynolds should be applauded for raising this issue on national TV though he was unable to see the more positive aspects of civilized man.

Martin Topper
University of Chicago

AUDIENCE RESPONSES TO NBC REPORT
Eastern Seaboard, Junior College
Introductory Cultural Anthropology

"The idea of a film crew and reporters intruding on the culture is distressing."

"The editors seemed to place the Tasaday on a pedestal rather than on a human level. They might have touched more on history and habits instead of grossly underestimating the importance of the people as an anthropological discovery, spending too much time on sentimentality."

"... a utopian culture that picks fruits from trees. Excuse my scepticism but it is very hard to believe."

"Extremely commercialized presentation sold to the public. Ego-oriented reporter rather than wiser, more experienced researcher, fumbling, vain man and his experience."

"Documentary pointed up something sad about this modern, civilized world. Our prodding, dissecting theories invade all realms of nature. We place the whole world under a microscope, go about observing and changing. The Tasaday have become another in a long line of natural wonders."

"The tone of the show was commercial, yet I enjoyed it as a learning experience but wonder whether it was at the expense of the Tasaday. "

"As I watched, sadness crept into me. I thought of how gentle and innocent they were and what they had to offer."

"The acknowledgment of forces outside the Tasaday's immediate world, to me, is more realistic than a film which pretends there was no interaction with the outside."

"Nothing more than an overview of real life."
"...show was well done except they tried to convince the viewer that Tasaday were human. This, to me, is obvious. The show presented a 'they actually laugh, they actually sing' attitude."
"NBC is trying to make a fast buck and sell the American public a 'lost and quaint' people."

CURRENT PUBLICATIONS

FREEDOM WITH RESERVATION, the history and provisions of the Menominee Termination Act, produced and printed by Menominee with assistance from Nancy Ostreich Lurie, Curator, Milwaukee Public Museum. Available for $2.50. Menominee, Box 1344, Madison, Wis. 5370. Profits go to the cause of the Menominee.

Vance Packard's A NATION OF STRANGERS, popularization of sociological study of loneliness and loss of community. Mixed reviews. Significant statistics on mobility and concept of pseudo towns based at shopping malls. "He does not claim to be a scientist; he calls himself an observer and a synthesizer." David McKay Publ. $7.95.

THE MIND GAME: WITCHDOCTORS AND PSYCHIATRISTS. E. Fuller Torrey, Emerson Hall, $7.95. Opens up the possibility that non-Western psychiatric techniques are effective. Through well-documented examples Torrey(NIMH) parallels medico-religious practitioners. Mexican-American and Alaskan Eskimo studies receive emphasis. (Reprint of TIMES summary article through Media Anthro.)

A photographic essay BREAD AND HONEY reflects the patterns in village life through folkways, ritual holy days and vignettes of daily interaction. Subtitled A GREEK PORTFOLIO, Constantine Manos, Viking, $12.95

Bimonthly magazine, THE HUMANIST claims to focus on "new and vital issues of morality, science and society. Subscription: 923 Kensington Ave. Buffalo, NY. 14215, $6.00.

THE WHITE DAWN. James A. Houston, Harcourt, Brace Jovanovich, 1971, $6.95. Based upon folktales of Eskimos of West Baffin Island, received favorable note as good non-anthropological narrative. Also noticed by NEWSWEEK and "Book of the Month" Selection. Note: Spread of anthropological data by non-anthropologist.

A GOD WITHIN, Rene Dubos, Scribner, $8.95. In Loren Eiseley's words, "A work to be treasured". Attempts to "introduce a touch of sanity into American science". Book will be picked up by public but Dubos is able to "retain his standing as widely read and justifiably admired scholar". His major contention is "only by probing into the dark and misty areas where zoology, prehistory and anthropology meet, can we ever understand how man transcended his animal origin". Reviewed WASHINGTON POST, 9/3/72.

THE SCIENCE OF BEHAVIOR AND THE IMAGE OF MAN. Isidor Chein, Basic Books, $12.50. Chein a psychologist at New York University, attempts to demonstrate that behavioral science has become concerned only with the trivial in human behavior. Discussing the science as such he focuses on the division within departments across the country and explores the "scientismic" and the "clinicalismic" approaches with wit and sense of irony. (Reviewed, HUMAN BEHAVIOR, May, 1972)

DOCUMENTARY EXPLORATIONS: 15 INTERVIEWS WITH FILMMAKERS. G. Roy Levine. Doubleday, $10.00 ppb. $4.95. Includes Fred Wiseman, the Maysles Brothers and Jean Rouch.

THE TECHNIQUE OF FILM EDITING. Karel Reisz & Gavin Millar. Hastings House, $13.50. Suggests that the still photographer is actually the guardian of our imagination.

FILM JOURNALS

FILM CULTURE, Jonas Mekas, Ed. GPO 1499, $4.00, NYC. (#53,4,5, Spring, 1972 pp. 161-190. Correspondence between Robert Flaherty and Barnouw on Bali film and significant stages in the filmmaker's career)

FILM COMMENT. Box 686, Village Station, Brookline, Mass. 02147 $9.00 - 6 issues. Commercial films.

FILM QUARTERLY. U. of California, Berkeley, 94720. $5.00 year. (Review of THE SORROW AND THE PITY, Marcel Ophuls, "most important and controversial film released in France this year". Asks basic questions on movie viewing.)

OPPORTUNITIES AND VENTURES

During the summer of 1972, Dr. Martin Topper conducted a study of the relationship between anthropology and cable TV in Reston, Virginia. Funds were provided by the Russell Sage Foundation. A survey of the TV audience found that the Reston community suffered a lack of social and political integration. To meet the stated needs of the informants, Topper developed a pilot news program. Local residents took over the show after he left, indicating a positive response to the show. From this experience, it appears that the anthropologist in a local cable facility can develop programming suited to the needs of the local community and can give the community the perspective the social scientist can provide. (Further information: Topper, Dept of Anthro. University of Chicago, Ill. 60637.)

Eastman Kodak is demonstrating a Super 8, sound, cartridge-loading videoplayer for use thrcugh standard TV receivers. Still in experimental stages, Kodak has not made a manufacturing commit ment on the model.

Last year the American Institute of Physics, through initial funds from NSF, granted KCET(TV) Los Angeles, $64,900 for two science documentaries These are scheduled for PBS, late 197

According to the Annual Report of AAA graduate and undergraduate student populations increased by 20% and interest in career information is unprecedented. The placement activity computed through AAA NEWSLETTER colum indicated total positions sought, FY 1971-72, MA 131, PhD. 429; positio open, MA 17, PhD. 156. Report also noted the naming of a Committee On Potentially Harmful Effects of Anthropological Research chaired by Stephen Barnett.

According to HUMAN BEHAVIOR. July/August, 1972, author Paul S. Taylor, AN AMERICAN MEXICAN FRONTIER. Separatist sentiments are maintained in segregated communities except for Anglo employer- unskilled Mexican-American employee economic necessity. The educational dilemma is most severe with about 1.4 million or 70% of nation's Spanish surname students concentrated in 5 states, 20% of whom are in totally Mexican American schools. The schools are failing sinc the student dropout rates, grade repetition and low reading achievement is greater than the national average. (The Mexican American population will warrant extensive educational research and offer potential opportunity for programs in media development. Contact: E. B. Eislein, KUAT-TV, Tucson, Arizona for further suggestions.)

...s it possible to develop anthropological materials in response to growing needs of Americans travelling from Hometown, U.S.A, facing culture shock? Can anthropologists in the media provide the tourist, business and military public with cross-cultural understandings now being conveyed by training programs for the select few? (Suggestion prompted by HUMAN BEHAVIOR, May/June, 1972, "The Insights of Culture Shock")

Sociologist, Gaye Tuckman, SUNY, Stony Brook (cited in HUMAN BEHAVIOR July/August, 1972) studied the editorial room of a major newspaper discovering the journalistic "rituals" of their craft. Due to the newsman's difficulties with "objectivity" Tuckman suggests that since the reader is provided with "diverse sides of a story strung out haphazardly over a number of days," he is forced to exercise his own "selective perception". (Contact:Tuckman for further data on field research.)

Dr. Standish D. Lawder has been appointed the first Henry R. Luce Visiting Professor in Film Studies, '72-'73 at Harvard. He is also curator of the Yale Collection of Classic Films.

Berkeley Film House, 2908 Channing Way, Cal. 94704 providing resident and working facilities for all phases of film has opened.(Contact: Ken Belsky (415) 843-6900, Director.)

Mrs. Frances Flaherty, Widow and Collaborator with Robert Flaherty, documentary filmmaker died on June 22,1972.

TelePrompTer Corporation the largest operator of cable TV has contracted to purchase the stock of Southwest Video Corporation and potential of 32,000 subscribers. The system operates the Houston Metropolitan Area.

Waldemar S. Nielsen, author of THE BIG FOUNDATIONS, a study of 33 large foundations claims it "is not that they do wicked things but they do passive things ", and have not contributed to pioneering research on questions of social responsibility and are an extension of the country's ruling class. Because foundations are generally sheltered from criticism, they have neither changed in structure nor improved in effectiveness. He suggests alternatives to increase the purposiveness of foundations. (WASHINGTON POST, Oct., 1972)

AMERICAN FILM INSTITUTE has commissioned twelve new research projects ($27,000) on the history of the American film. These are the first possible through a $150,000 grant from the Louis B. Mayer Foundation.

Check for your local chapter of the National Friends of Public Broadcasting, a non-profit organization established to build citizen support at the local level for P.B.S.

On WNET(TV) NYC, (BROADCASTING, June, 1972) an experimental local news show, "The 51st State" uses format, "to be as unpredictable as possible, to do things a bit differently from what's done on other news operations in town," without depending on AP and UPI. One producer-reporter states, "why should we cover all those phony events, air that staged stuff when everyone else is covering them".

Coverage thus far includes: Attica prison riots, street gangs in the Bronx, and slum housing, with a general committment to investigative news. A suggestion from Jack Willis which might fall into the anthropoligist's realm, "get people out into suburbs more and start documenting the way middle-class people feel about economic issues, consumer problems, housing and schools". Perhaps PBS is the area in which controversial, provocative shows, probing human experiences and values can be aired more easily.

Interesting to note with possible implications to the current state of anthropology, Nat Hentoff of NEW YORKER, "How those of us reporters without a camera are going to keep up with this really new journalism". (Available Media Anthro.)

In, "The Emergence of Super-16", Richard Sassone (FILMMAKER'S NEWLETTER, September, 1972) suggests that the independent filmmaker might profit from its features as: enlarge to 35 mm from less expensively produced 16 mm; possible theatre release; flexibility of equipment; smaller companies with lower budgets can produce films; fluid camera work and more actor improvisation. Current films shot in Super-16, RIDE THE TIGER by CBS-TV, LYCKLIGA SKITAR, Rune Ericson, THE VISITORS, Elia Kazan, WHAT WILL I TELL THE BOYS AT THE STATION?, Simon Nuchtera. See also: "A Super-16 Production Experiment" Gary Grebelsky, FILMMAKERS NEWSLETTER, September, 1972.

Julian Goodman, president of NBC urged "Fairness Doctrine" be eliminated as government standard in presentation of broadcast news. He claims that journalistic standards are adequate check on presentation of news programs. (10/11/72)

Third World Cinema Corp., N.Y. offers opportunities for minority talent and crews in motion pictures and training for jobs in film and television.

Watch for further information on the Young Communicators Society, restricted to persons in CATV under 35 years of age.

University of Chicago Urban Journalism Fellowship Program offers an intensive six month study to improve the newsman's skills in coverage of urban affairs. Applicants 23 to 35 with full-time media positions. Inquire for 1974, Lewis Z. Koch, Coordinator, Urban Journalism Fellowship Program, U. of Chicago, 5801 South Ellis Ave. 60637.

American Society for Ecological Education seeks to introduce ecological knowledge and concern in the curricula of the nation's schools. Membership including Newsletter, $5.00, students $2.00, Dr. Wm. L. Mayo, President, American Society for Ecological Education, c/o Curry College, Milton, Mass, 02186.

THROUGH NAVAJO EYES. Sol Worth & John Adair. Authors'objective was to teach filmmaking and editing to Navajos enabling them to make films revealing in Malinowski's words, " their vision of their world". University of Indiana Press, $12.50.

Public Television is in financial difficulty this fall due to Nixon's veto of a bill to give CPB $65 million for this year and $90 million for next year. Result: "Great American Dream Machine" has been cut, "Zoom", WGBH-Boston has been cut back; Public Television is offering more repeats and fewer new productions.

CALENDAR
1972

December - Throughout
Australian UNESCO Seminar on Drought, Sydney.

"1492- Horizontal Look at Arts of the World at the Time Columbus Discovered America". Philadelphia Museum of Art.

"African Textiles and Decorative Arts", Museum of Mod. Art, NYC. Till Jan. 25.

1973

February 17 - 19
Society for Cross-Cultural Research. Arrs. Ward H. Goodenough, U. of Penn., Phil.

February 23 - 25
Midwest Conference for a Relevant Social Science. Arrs. Wm. A. Petz, 1237 W. N.Shore Ave., Chi., Ill. 60626

February 26 - March 1
Annual Meeting, American Education Research Association, New Orleans, Division "G" SOCIAL CONTEXT FOR EDUCATION. Contact: Murray L. Wax University of Kansas, Lawrence.

March 7 - March 10
Sixth Annual Conference on Visual Anthropology, Temple University, Philadelphia, Contact: Jay Ruby, Room 200, South Hall.

March 8 - 11
Southern Anthropological Society Symposium: Social & Cultural Identity: Problems of Persistence and Change. Arrs. Tom Fitzgerald, U. of N. Carolina, Greensboro, 27412.

March 30 - April 1
Assoc. for Asian Studies, Palmer House, Chicago.

March 25 - 28
Annual Convention, National Association of Broadcasters. Sheraton Park & Shoreham, Washington, D.C.

April 12 - 14
American Association of Physical Anthropologists, Dallas, Arrs. Jack Kelso, Anthropology, U. of Colorado, Boulder.

Society for Applied Anthropology Arrs. James E. Officer, U. of Arizona, Tucson 85721.

April 25 - 28
International Communication Association. Montreal.

May 2 - 6
Society for American Archeology, Arrs. Ezra B.W. Zubrow, Stanford U., California 94305

September 1 - 8
Ninth International Congress of Anthropological and Ethnological Sciences, Chicago. Contact: ICAES. Chicago, 60637.

September 10 - 15
International Assoc. for Cybernetics. Namur, Belgium.

READER'S CLEARINGHOUSE

Terry M. Hollinger, General Manager WMUL-TV, Marshall University, Huntington, W. Va. 25701 is seeking background information on mine disasters and the ethnography of miners.

THE GREAT ATLANTIC RADIO CONSPIRACY 2821 St. Paul, Baltimore 21218 produces 30 minute radio shows as critiques of society and suggestions for change. Tapes available. Prices geared to alternative radio and consistent with anti-profit commitments. Non-profit organization for social research and education. Sample programs: Sexist Practice in America, Control of the Media, Ma Bell, Politics of Mental Health.

Jack Young of Prince George College designed and directed an experimental field school in Ethnography and Archaeology during the summer, 1972. Conducted in Cayo, British Honduras, the school was designed specifically for non-professionally oriented, community college students. The goals emphasized low cost ($300 for 5 week term, including transportation, room, and board) and total immersion. Audio-visual data collection techniques were utilized. Young would be interested in corresponding with professionals currently doing field work in Middle or South America who would be interested in a cooperative project or students interested in participating. Young, Anthropology, PGCC, Largo, MD. 20870.

James Mooney Award for book-length manuscript on culture of a distinctive New World population to be published by University of Tennessee Press. Deadline 12/31/72. Contact: Charles Hudson, SAS Awards Committee, University of Georgia, Athens, GA 30601.

COMMERCIAL FILMS

MON ONCLE ANTOINE, the story of a boy growing into manhood in a small Quebec mining town of the 40's by director Claude Jutra gives an uninhibited, sensitive look at life. The action is smooth, quiet and tender, uncluttered, yet sustains audience participation without depending on gimmicks. In participating in the release of this film, the National Film Board of Canada sustains its reputation for outstanding filmmaking. MON ONCLE ANTOINE signals the emergence of films on French Canadians as a cultural group separate from the dominant British structure.

MARJOE(Cinema 10 release) on the final preaching performances of Marjoe Gortner is a piece on religious hypocrisy by Howard Smith and Sara Kernochen of the VILLAGE VOICE. The novice filmmakers follow the evangelist to Texas, California, and Michigan for two months, telling revival audiences that they were making a movie of Marjoe's life and asking everyone who entered the room to sign releases. The audience response is extraordinarily spontaneous to Marjoe, the dancer, singer musician, hypnotist, ladies' man and savior.

A-V TOOLS MANUALS GUIDES

CHILD DEVELOPMENT AND EARLY CHILDHOOD EDUCATION. Available Model Cities 640 N. LaSalle, Chicago, ILL 60610. Includes listing of films on child development.

DESIGN FOR MEDIATED INSTRUCTION & PROCEDURAL GUIDELINES FOR THE DESIGN OF MEDIATED INSTRUCTION. $13.95 per set. Available: Assoc. for Educational Communication, Dept. G102, 1201 16th St. N.W. Wash., D.C. 20036

FILMS OF A CHANGING WORLD: A CRITICAL INTERNATIONAL GUIDE by Jean Marie Ackerman. A collection of commentaries covering 200 documentaries and features on trends in media and development. $4.00. Available: Society for International Development, 1346 Connecticut Ave. N.W., Washington, D.C. 20036.

"Money and How to Get It",BEHAVIOR TODAY, Del Mar, CAL. 92014, $5.00 Excellent booklet on getting maximum grants with minimum difficulty.

FILMS FOR ANTHROPOLOGICAL TEACHING. Information on production, price, description, reviews, by Karl G. Heider for Program in Ethnographic Film, $3.00, AAA Publications 1703 New Hampshire Ave. N.W., Wash. D.C., 20009.

MASS MEDIA AND ADULT EDUCATION, Outlines course in media for educationists who deal with adults. Educational Technology Publications, Englewood Cliffs, N.J., $3.95.

Broadcasting Foundation of America, 52 Vanderbilt Ave. NYC, 10017, offers tapes including "This is Your World", "International Almanac", and "To Turn the Other Cheek".

FILMS: THE VISUALIZATION OF ANTHROPOLOGY, 1972 - Catalogue available Audio-Visual Services, Pennsylvania State University, University Park, PENN 16802.

CAREERS IN MOTION PICTURE PRODUCTION. Eastman Kodak for University Film Assoc. and University Film Foundation. Available, no charge, Dept 4121, Eastman Kodak Co. Rochester, N.Y. 14650, pamphlet C3-87. Also available, BASIC PRODUCTION TECHNIQUES FOR MOTION PICTURES AUDIOVISUAL DATA BOOK P-18. Includes planning, preproduction and problems in shooting, editing, lighting, sound and lab services.

National Institute of Mental Health offers GUIDLINES FOR SOCIAL SEMINAR and GUIDE TO DRUG ABUSE EDUCATION with a multi-media drug abuse education package in 18 parts. Includes 15 films.

FEMINISTS ON CHILDREN'S MEDIA. List of articles on sex discrimination in children's books, 10¢. Bibliography of books with positive attitudes toward women, 50¢. Send stamped, self-addressed, business size envelope: Box 4315, Grand Central Station, New York, NY 10017.

AN EVALUATION OF FILMS FOR USE IN LATIN AMERICAN STUDIES dealing with pre-Columbian Indians. Don Shannon, Assoc. Editor, Grossmont College, El Cajon, CAL. 92020.

National Industrial Television Association offers free copies of report on EIAJ-TYPE 1 half-inch inter-manufacturer videotape machine standard. Send self-addressed 4 x 9 envelope with 16¢ stamps. P.O. Box 262, Maplewood, New Jersey, 07040.

PUBLICABLE, a Washington organization which proposes to protect all segments of the public in cable is currently under the chairmanship of Dr. Harold Wigren. Members are associated with minority organizations to insure open cable. Information from Wigren, 1234 Noyes Dr. Silver Spring, Maryland.

Last year the AMERICAN PSYCHOLOGICAL FOUNDATION offered a $500 award for outstanding reporting in psychology. Write:Jim Warren, APF, 1200 17th St. N.W., Wash., D.C. 20036 for this year's nomination procedures.

LEARNING CORPORATION OF AMERICA, NYC, a division of Columbia films has purchased films for a children's series depicting the lives of the young in varied ethnic groups. Though originally intended for the educational market, many will be aired on TV. Write: Wm. Deneen, President of Learning Corporation for production and scripting information.

The Media Anthropologist is published quarterly. Subscription fee, $2.00 and readers' communications can be sent to Ms. C.A. James, Editor, Social Science, Prince George College, Largo, MD., 20807. Advisory Editors: Dr. Conrad C. Reining, Catholic University Washington, D.C. and Dr. Martin Topper University of Chicago, Chicago, Ill. Editorial Assistant, Melissa Gregory Morey.

The Junta de Antrcpologos Chicanos de Atzlan has been formed to expedite communications among Chicano anthropologists and others studying Chicanos. Meeting set:Denver, March, 1973. Emphasis will be on scholarship and action. Write: Jose B. Cuellar, Anthropology & Chicano Studies, Claremont College, Cal. 91711

National Endowment for the Arts offers 10 grant programs for museums. Of particular interest are grants and fellowships: conservation, museum training, visiting specialists, renovation. Write: NEA 806 15th St., N.W., Washington, D.C. 20506.

Write Columbia University Graduate School of Journalism about summer program to train minority group members in television and radio newscasting.

NAEB offers a FILM PRODUCTION FOR TELEVISION WORKSHOP in San Francisco, Feb. 4-7 to deal with all phases of production and documentary film work. Minority scholarships available. Intended to analyze philosophical, theoretical, logistical, financial management of film for television. Contact: E.B.I.-NAEB, 1346 Connecticut Ave. N.W., Washington, D.C. 20036.

Manpower Development Training Act at the University of South Dakota KUSD under Bruce Baird offers television, radio, film, photography classes in the INDIAN TELECOMMUNICATI CATIONS PROJECT. Application open to all residents of Indian Reservations in S.D. Contact:Baird.

DR. JOYCE BROTHERS has developed a series of 65, 3 1/2 minute TV vignettes on daily problems sponsored by Kohner Brothers, a subsidiary of General Foods.

COMMUNITY FILM WORKSHOP COUNCIL INC., NYC, offers 9 week course in basic reporting, lighting, recording, photography and editing. Some stipends may be available.

THE MEDIA REVIEWED

AMERICAN INDIAN MOVEMENT
TODAY SHOW FRANK MCGEE
October 16,1972

Thanks to anthropologist-media consultant, Martin Topper, University of Chicago, Frank McGee was well-primed and the panelists well-chosen. The discussion of current thought on Indian affairs, for Indian affairs, by Indians began calmly with Dr. Alfonso Ortiz, San Juan Pueblo, anthropologist, speaking on core values of the Indians. He set a tone for a show which dispelled, by the panelists presence, the myth of the complacent red man. "If only programs formed in Washington would conform to the values of the group and cooperation, over individuals in competition, the Indians would be able to take advantage of the opportunities of government aid." "Perhaps something will be done about this gap in understanding," suggests Russell Means, former president of the American Indian Movement, "since there are caravans travel ing across the states gathering Indians for a major march on Washington, November 1-7". (In light of the activities which transpired during the Indian occupation of the BIA, the program would have been of value to any administrator who had taken time to hear the panelists' views.) Said Ernest Stevens, Indian with the BIA, "This problem of programs has arisen even for me, in D.C., I am considered a bureaucrat not an Indian". As Vine Deloria said, "it is time to define the legal rights of the Indians. If only the government kept the 371 treaties and congressional rights over Indian lands were limited, Indians would be able to maintain their life ways". McGee became the white catalyst for subtle frustration as pertinent facts on the state of Indian affairs were revealed. He was versed in Indian problems and gave the panelists the opportunity to present their points of view. In wrapping up the

discussion, Means suggested the establishment of the 51st sovereign state. Though their lands, are not contiguous, Means claimed that problems might be resolved if Indians were autonomous. The diversity of the panel's views became apparent; Means pushed for complete separation while Ortiz hoped for possible urbanization for those Indians who wished to take up lives in the cities. Stevens felt there is conflict and racism on reservations which will cease only when Indians take over economic affairs. In the area of legislation, Deloria made specific suggestions that an Indian Claims Commission become a permanent court and steps be taken to eliminate the misinterpretation of treaties on the local level.

C.A. James
Prince George's Community College

MEDIA ANTHROPOLOGIST AT NAEB

The Russell Sage Foundation made it possible for E.B. Eiselein, C.A. James, Conrad C. Reining and Martin Topper to attend the National Association of Educational Broadcasters convention. The four anthropologists presented two panels on Media Anthropology.

As one of the participants I was immediately struck by the problems of the Corporation for Public Broadcasting and the political difficulties encountered by stations that receive government subsidies.

The Las Vegas press indicated that the NAEB is concerned with accusations that President Nixon has quietly taken control away from the educational broadcasters by withdrawing governmental funding. Henry Loomis, president of CPB, one time deputy director of USIA, gave little encouragement. He spoke of tightening belts, trying to carry on work with little assistance and redefining the goals and successes of CPB. Loomis was quoted as saying, "...take a strong hand in program content, see to it that educational TV spend most time on cultural programs for specialized audiences and get rid of 'instant analysis' of public affairs".

Broadcasters who are members of minority groups also seemed to be concerned with the state of affairs of CPB. They are struggling to gain more access to public channels and provide better minority programming. The Black, Indian and Mexican-American members of NAEB and other broadcasters concerned with minority members in their audiences voiced their problems to the local press.

In our sessions on Media Anthropology we encountered a preoccupation with the general problems of governmental control and minority audienes. The media specialists from local stations across the country seemed enthusiastic, however, when we encouraged them to use anthropologists on their staffs. The delegates at the anthropology panels mentioned that the development of technology and hardware in broadcasting has become increasingly more sophisticated but software, or programs to be aired have received little attention. Programming is a more significant problem now that commercial broadcasting and cable cover topic areas which had been handled by educational and instructional media.

The NAEB delegates listened intently to Eiselein's comment, "that we did not wish to manipulate minority groups but hope to be midwives in getting ethnic programming off the ground and then leaving it to grow". Reining's statement that "we, too, as anthropologists, have been somewhat scientific-centered in our approach to other skills and disciplines", made the broadcasters aware of the

difficulties of Media Anthropology. They indicated a great deal of interest and questioned Topper on his work with large-scale, commercial TV. I received numerous suggestions for implementing the liaison function of the newsletter. From their comments we will seek to further expand this publicaion and hope for reader cooperation.

1. We are requesting short commentaries on Specials, human interest programs, newscasts and newspaper articles with anthropological background information. These should be submitted in review form including suggestions for the media to improve the quality of their presentations. The newsletter will send the comments to newscasters and publish their responses to the reviews.
2. We are offering a free service, sending articles labelled (Media Anthro.) to our readers. Some of these may be models for anthropologists wishing freelance,journalism involvement. Self-addressed, stamped envelope requested.
3. At the request of the audience at the NAEB, we are compiling a Directory of Anthropologists who will be willing to cooperate with the media in producing programs or adding more completely researched data to programs under way. If you are interested in cooperating with the media on an informal basis, send your name, address, topic and geographic area of expertise to Media Anthropologist. (Include special conditions which you require in working with media or situations which you will not accept.)
4. In the "Venture" section of the newsletter we are providing information on potential markets for your expertise. If you have found the information helpful and are currently working with these suggested organizations kindly inform.
5. If you have samples of popularizations which are both effective and have been able to retain their authenticity send to Media Anthro. Pieces you have written or produced will be reprinted or sent as request articles to our readers.
6. Do not hesitate to send classified notices of positions wanted or open in either the anthropological or media areas.
7. The NAEB delegates also suggested that we define the goals of media anthropology so that the media will know in which areas we can work. In doing so we will attempt to find an appropriate place for media anthropology in the structure of anthropology and state our goals and needs as professionals. We suggest again that the anthropologist become involved with media personnel: local, commercial, college, educational and cable, in order to test out the spread of anthropological information and place of the anthropologist in the media.

Encouraged by the enthusiasm of the educational broadcasters, we will continue to work through current projects and expand the newsletter throughout the coming year. It seems evident from our contact with the educational media personnel that there is agreement in our basic aim: to provide the general public with entertaining, highly relevant information through the public media.

C.A. James
Prince George's Community Colleg